

**AGENDA ITEM 5:        Executive Director report – September 25, 2014**

Prepared by: Erik Vink

Presented by: Erik Vink

Requested Action: **Receive report**

---

**Executive Director Report**  
September 25, 2014

Program and Project Update

**1. Delta Heritage Area Initiative (DelHAI):**

- **DELTA AWARENESS CAMPAIGN** - the first phase of the Delta Awareness Campaign (previously referred to as Delta branding and marketing) is almost complete. The team (DPC, Delta Conservancy and consultants) have made a final Delta logo selection (see below; the online survey conducted for the two logo finalists was voted on by 285 people and the tally was nearly split), chosen the tag line (“The Heart of California”) and received the targeted market research that will be the foundation for the next phase of the work. A second logo for the Great California Delta Trail - also provided for in the AugustineIdeas contract - is currently in development.

The request for proposals for the second phase of the campaign, involving a five year marketing campaign, is underway. The Delta Conservancy will lead this effort with DPC participation, and it is anticipated that this contract will be awarded in mid-fall.



- **DELTA WATERWAYS CLEANUP** – As part of the Coastal Cleanup Day, DPC and the Delta Conservancy worked together to organize Delta waterway cleanup events in each of the Delta counties on September 20. Commission staff will lead cleanup events in four of the Delta counties: Clarksburg boat launch (Yolo), Kellogg Creek near Discovery Bay (Contra Costa), Buckley Cove in Stockton (San Joaquin), and Sandy Beach Park near Rio Vista (Solano County).
2. **DPC Land Use Comments:** As part of our responsibility to ensure that local land use decisions in the Delta are consistent with the Land Use and Resource Management Plan (LURMP), Commission staff prepare comment letters to advise local agencies on their projects' consistency with the LURMP. The chart below lists the comment letters prepared by Commission staff from June 1 through September 15, 2014.

<b>LAND USE PROJECTS – COMMENT LETTERS PROVIDED</b> <b>June 1, 2014 to September 15, 2014</b>					
<b>County</b>	<b>Project</b>	<b>Total Projects</b>	<b>Primary Zone</b>	<b>Secondary Zone</b>	<b>In Both Zones</b>
Contra Costa	• Brentwood General Plan (Citywide)	1	0	0	1
Sacramento	• Sherman Island "Little Baja & Manzo Ranch" Fish Release Sites Project (32.14 acres) • Runyon House Tentative Parcel Map & Lot Reduction Permit (172.93 acres)	2	1	0	1
San Joaquin	• PA-1400103 - Minor Subdivision Application ( 44.2 acres) • Smith Canal Gate Project • PA1400122 Entertainment Permit • Development Title Text Amendment	4	2	1	1
Solano	• Integrated Mosquito Management Program (906.67 sq. miles) • Lindsey Slough Tidal Marsh Wetland Enhancement Project (965 acres)	2	2	0	0
Yolo	• Clarksburg Community Plan (35,091 acres) • Old Sugar Mill Telecommunications Facility (2,500 sq. ft.)	2	1	1	0
Multi-County	• Delta Islands & Levees Feasibility Study (98.5 acres) • 2016 Metropolitan Transportation Plan/SCS Update	2	2	0	0
<b>Totals</b>		<b>13</b>	<b>8 (62%)</b>	<b>2 (15%)</b>	<b>3 (23%)</b>

3. **Delta Flood Risk Management Assessment District:** The Delta Flood Risk Management Assessment District request for proposals was released on September 16, and proposals will be due on October 10. DPC staff anticipate bringing the contract to

the Commission for approval at the November 20 meeting. As a reminder, this work is being prepared under an agreement with DWR.

### Administrative Update

1. **DPC Staffing:** DPC is pleased to welcome Blake Roberts as our new Associate Environmental Planner. Blake joins us from the CA Energy Commission and has great expertise in placemaking (the planning, design, management and programming of public spaces). He will be our lead on “Delta as Place” implementation related to the Delta Plan. DPC will also soon interview candidates for a Delta Program Manager I staff position to manage the levee assessment district project, Land Use and Resource Management Plan update and Economic Sustainability Plan update, among other responsibilities.
2. **DPC 2015-16 Budget Proposals:** Looking ahead to fiscal year 2015-16, the Commission requested funding to update the Economic Sustainability Plan (required in 2016 per the Delta Reform Act) and to restore a position to support Delta Plan implementation.
3. **Department of Finance Audit of DPC Grants (Propositions 50 and 84):** DPC received grants from the State Coastal Conservancy (2008) and the California Department of Fish and Wildlife (2009) to support planning for the Great California Delta Trail and wildlife-friendly farming activities, respectively. These grants were audited by the Department of Finance last year and a report was recently issued that provided only a criticism of the procedures that DPC utilized to track in-kind match expenditures under one grant. DPC staff agreed with the audit finding and already has procedures in place addressing the concern. The final report has been filed on the Department of Finance website.

### Upcoming Delta Events

- Delta Wine and Food Fair – October 5 in Clarksburg
- Bass Derby and Festival – October 10-12 in Rio Vista
- Delta Flood Preparedness Week – October 20-25 (Flood Preparedness Fair on October 25 at Delta Farmers Market in Isleton)
- Delta Protection Commission meeting – November 20 in Clarksburg